

THE UNIVERSITY OF CHICAGO

\* 100  
at hand

# Everything is a little bit one-of-a-kind



Everything you need to do that brings you a little closer to home. All the information you need is neatly organized & easy to find.

Search directly in your neighborhood or in the entire state. You'll get more than just phone numbers and addresses. You'll get information you actually need.

Get timely reviews and related articles from leading magazines—useful information that helps you compare products and make smart decisions about what to buy.

Where else can you get current advertiser promotions, coupons and discounts—directly related to what you're looking for?

It's California on the Internet. It's what you need to get things done.

**It's At Hand.**

**CC Docket No. 96-152 Ex Parte**

**December 10, 1996**

## **PBIM At Hand Service**

- Allows customers to access an information guide to products and services throughout California
- Content is organized into themes of interest such as:
  - Entertainment & Leisure
  - House & Home
  - Sports & Outdoors
- At Hand information is obtained from the businesses listed in the guide and third party content providers. These include third party providers such as American Express Publishing, BAM Media, BPI Communications, etc.

## **Section 274 of the Telecommunications Act**

- Section 274 applies to Electronic Publishing Services disseminated by means of the BOC's basic telephone service.

Dissemination by means of Pacific Bell's basic telephone service would require that PBIM purchase Pacific Bell service from Pacific Bell to provide PBIM's service so that PBIM's service is available via the Internet.

- Restrictions of Section 274 do not apply to PBIM

Electronic Publishing services not disseminated by means of the BOC's basic telephone service are not subject to Section 274

PBIM connects to the global Internet without using Pacific Bell basic telephone services. Consumers choose the means by which they access the Internet.

## **Dissemination of the At Hand Product**

- Two types of telecommunications services are used by PBIM to make its At Hand service available via the Internet:

Transportation of information from the Pasadena corporate offices to PBIM's equipment containing its web site is provided by MFS.

Connection of PBIM's equipment containing its web site to the Internet is provided by Internet Systems, Inc., through MFS.

## **Consumer Access to the Internet**

- Consumer selects an ISP and a means to connect to the ISP from the consumer's computer.

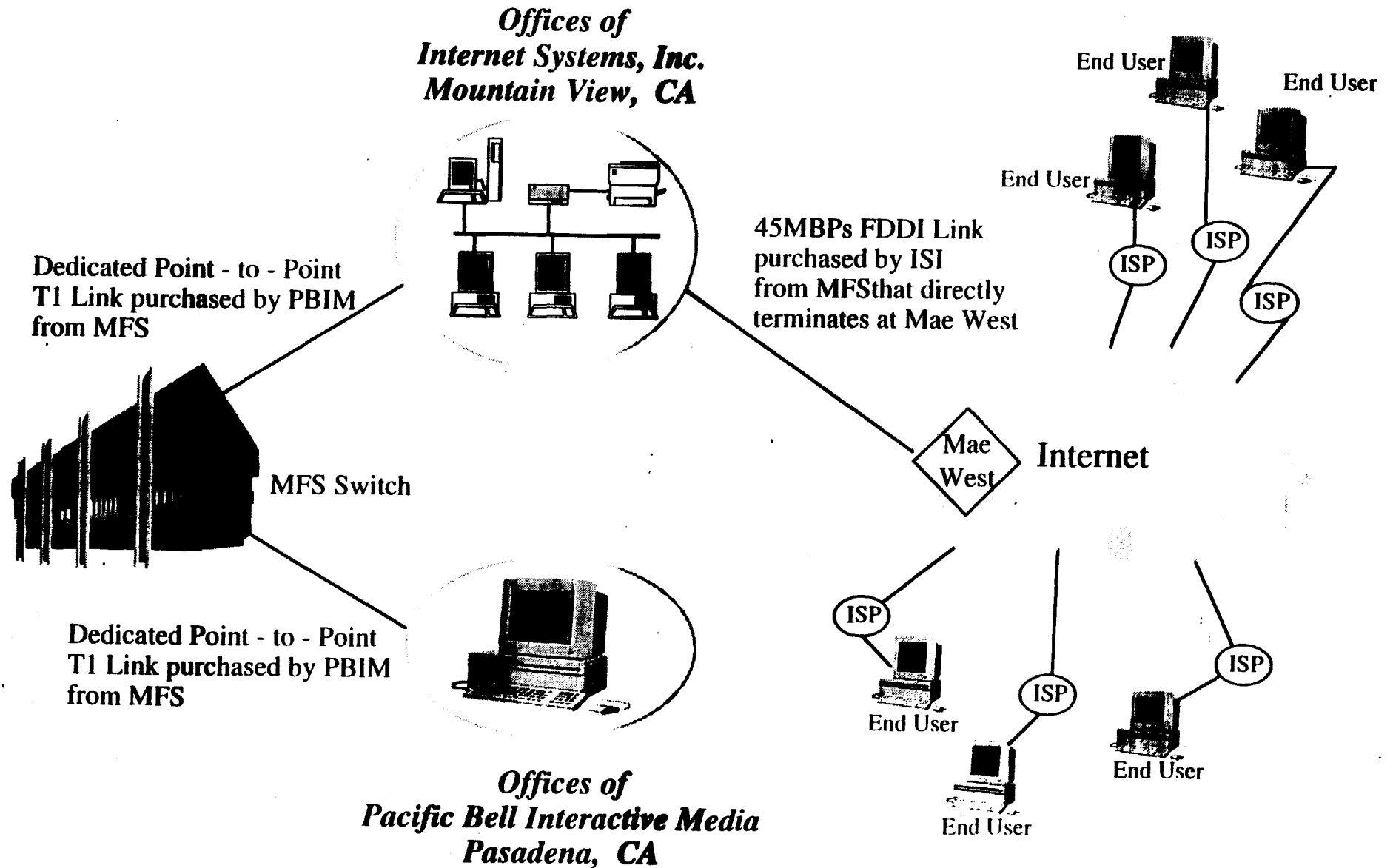
Connection to the ISP can be made by numerous means --

Dial up access via local service

Use of a dedicated facility

Use of a wireless or cellular provider

# PBIM is not a 274 Subsidiary if At Hand is not Disseminated over the Pacific Bell Network





# ROUTERS THAT PACK A PUNCH




## The Net

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### L.A. Times rejects Pac Bell ad

By [Jeff Pelline](#)

October 23, 1996, 5:30 p.m. PT

In another example of how the Net is unleashing an unprecedented variety of corporate competition, the *Los Angeles Times* has refused to run an ad campaign from Pacific Bell for a Web site that features a yellow pages directory and editorial content because it competes with the newspaper's own Web site, CNET learned today.

Five years ago, a major metropolitan newspaper never would have imagined a yellow pages directory as a competitor. But with media companies striving to establish themselves as Internet information outlets, they find themselves up against a whole new battery of companies, including online directories, search engines, and even software manufacturers like Microsoft. The conflict is most clearly defined when the newspapers are asked to run ads for companies or services they now view as direct threats.

The *Times* is refusing to run ads for Pac Bell's At Hand despite the fact that the newspaper has a well-publicized joint marketing pact with the Baby Bell for its Internet access package.

As part of that deal, the newspaper runs ads to promote the telephone company's Net access service and gets paid if a reader signs up for it. Pacific Bell's online consumers also are directed to the *Times*'s site for local news.

But At Hand boasts 1.2 million merchant listings and its own editorial content, and apparently the newspaper feels that this cuts too close to home.

In a letter sent to At Hand last week, the *Times* argued that the service competes directly with the newspaper's own Web site. The newspaper said readers would be confused by the direct

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juxtaposition of its own in-house ads and those from At Hand. The letter also said that *Times* management "understood" that other papers had also refused to run the ads.

A Pac Bell spokesman said the company was "disappointed" in the decision to "freeze out" competition but could not confirm whether other newspapers had done the same. *Times* executives did not return phone calls.

At Hand, launched in August, features information on entertainment, health, sports, jobs, sports, and travel within California, the phone company's chief territory. It includes restaurant reviews from the Zagat Survey, maps from Thomas Brothers, and editorial content from 14 publishers, including HarperCollins, Hearst HomeArts, the New York Times Company Magazine Group, and American Express Publishing.

This is not the first time that newspapers have rejected ads from online advertisers. In August, a Web site that referred car buyers to dealerships charged that the *Boston Globe* refused to run its ad for fear that it would cut into the paper's own classified advertising revenue.

The rejection prompted the company's cofounder to file a complaint with the Federal Trade Commission and the Massachusetts attorney general's office.

For the same reason, the *Los Angeles Times* and the *San Jose Mercury News* last year rejected ads that pointed readers to the Net for job listings and real-estate information. Both papers have similar services.

Not every newspaper is banning online ads, however. The *Boston Herald*, for example, ran the car broker's ad that the rival *Globe* rejected.



# Los Angeles Times

Times Mirror Square  
Los Angeles, CA 90053  
213 237-4826  
FAX: 213 237-3777  
Deirdre.Eagles@latimes.com

October 14, 1996

**Deirdre Eagles**  
Director of New Media

Pacific Bell/*at hand*  
Attn: Peter Kisich  
35 N. Lake Avenue, Suite 300  
Pasadena, California 91101

Re: *at hand* print schedule

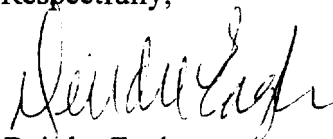
Dear Mr. Kisich,

In August your advertising agency, CKS, tried to place an ROP schedule with the Los Angeles Times for the Pacific Bell *at hand* services campaign. Unfortunately, the Los Angeles Times could not accept this particular business. The chief reason was that *at hand* competes directly with our own Web site, *latimes.com*.

We felt that our in-paper advertising for *latimes.com* coupled with *at hand* advertising would confuse our Times readers and diminish the impact of our own Web site marketing efforts. We understand that several newspapers did not accept this particular schedule. We will continue to evaluate these types of campaigns on a case by case basis to determine whether they compete with our existing business strategies and decide accordingly as to whether we can accept such advertising schedules.

Should you have questions, please feel free to call me at (213)237-4826.

Respectfully,



Deirdre Eagles  
Director of New Media